



OBSTACLES AND OPPORTUNITIES FOR CNG FOR LDT & LDV GROWTH AN OEM'S VIEW

NGVTF

DALLAS TEXAS

JAN 2003



Overview

- **FORD REMAINS DEDICATED TO THE GROWTH OF AFVS AND THE INCREASED USE OF ALTERNATE FUELS**
- **FORD IS FUEL NEUTRAL**
- **FORD'S AFV STRATEGY CONTINUES TO BE FLEET ORIENTED**



Ford North America AFV Lineup Today

CNG



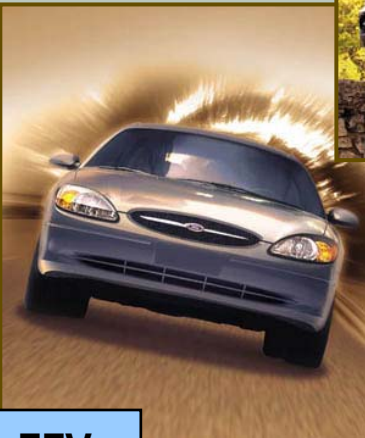
CNG



CNG



FFV



FFV



CNG

Bi-Fuel CNG/LPG





Europe - Ford

Bi-Fuel CNG



Bi-Fuel LPG/CNG



Bi-Fuel LPG/ CNG



Bi-Fuel CNG



Europe - Volvo

S40: Bi-Fuel LPG



S80: Bi-Fuel LPG/CNG



V40: Bi-Fuel LPG



V70: Bi-Fuel LPG/CNG

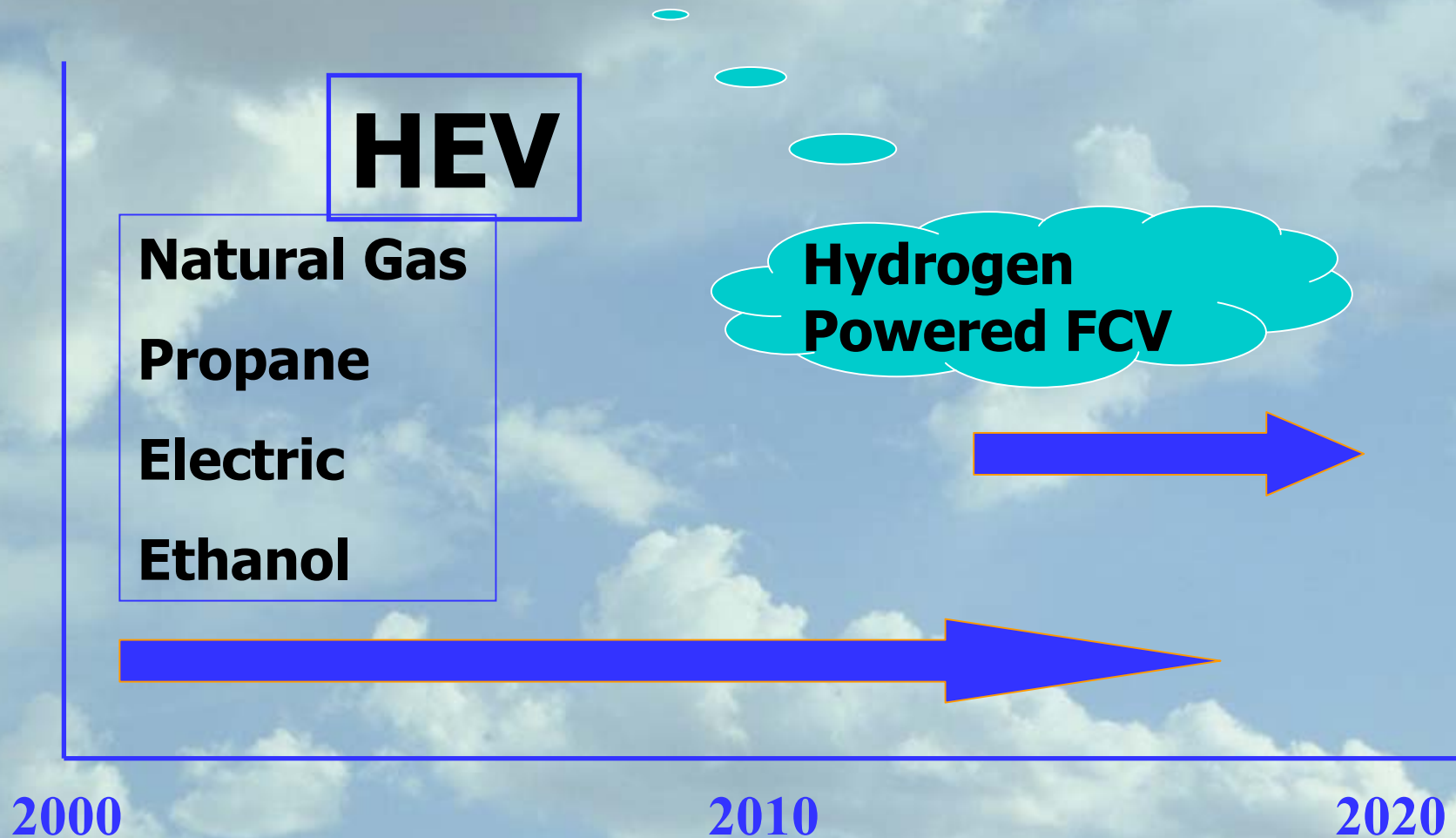


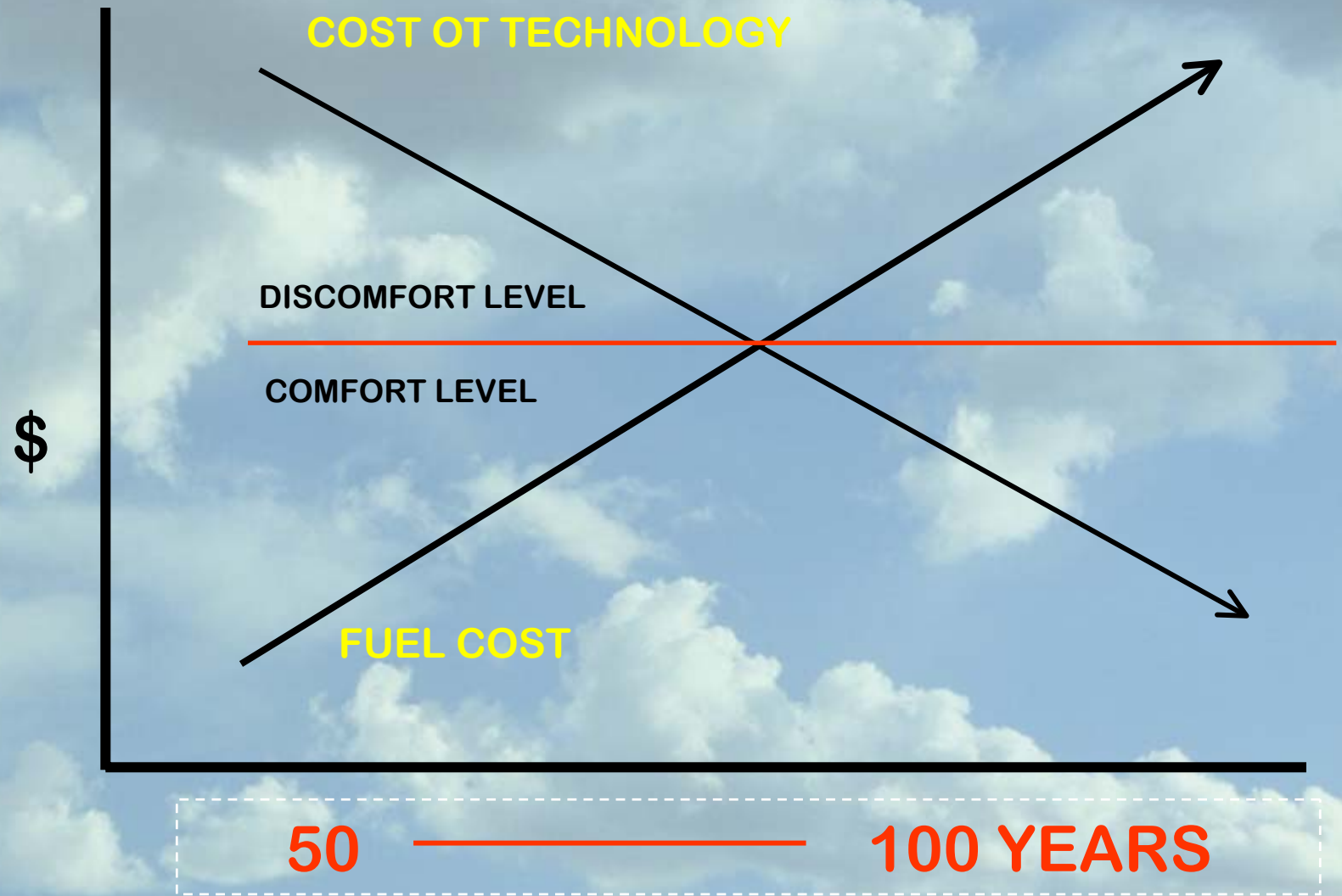
S60: Bi-Fuel LPG/CNG





The Future... A Conceptual View







**MANY OBSTACLES EXIST TO THE
GROWTH OF CNG VEHICLES**

HOWEVER

**MANY OPPORTUNITIES EXIST
FOR THEIR EXPANDED USE AND
CONTINUED GROWTH**



INTERNAL OBSTACLES

- **ENGINEERING COST**
- **COMPLIANCE COST**
- **COMPETING PRODUCT SUPPORT**
- **FUEL CELL TIMING**
 - **PROFITABILITY OPPORTUNITES**
- **TOO MANY PRODUCTS FOR LIMITED MARKET**



EXTERNAL OBSTACLES INCLUDE

- **LACK OF INFRASTRUCTURE**
 - **INFRASTRUCTURE MAINTENANCE & OWNERSHIP**
 - **INFRASTRUCTURE COST**
 - **LIMITED HOME FUELING APPEAL**
 - **LACK OF GOVERNMENT ENFORCEMENT ON VEH PURCHASE OR FUEL USE**
 - **FUEL CELL AVAILABILITY**



OPPORTUNITIES

- **LOW EMISSIONS**
- **POLITICAL SUPPORT**
- **LOW FUEL COST**
- **GEOGRAPHIC AVAILABILITY**
- **FUEL CELL AVAILABILITY**
- **CLEAR ACT**
- **FORD INFRASTRUCTURE SUPPORT**
- **INCREASED HOME FUELING SUPPORT**
- **IMPROVED TECHNOLOGY**



Ford Commitment

“Ford Motor Company is dedicated to providing ingenious environmental solutions that will position us as a leader in the automotive industry of the 21st century.

Our actions will demonstrate that we care about preserving the environment for future generations.”



**William Clay
Ford, Jr.**

Chairman of the Board and
Chief Executive Officer